

**REMARKS/ARGUMENTS**

In view of the amendments made to the claims, and in view of the following remarks, reconsideration of the application is respectfully requested.

Initially, the Examiners are thanked for the courtesies extended during the interview of November 17, 2004. During the interview, claims 1 and 11 were discussed in regards to the prior art of record. The Examiners agreed that if the Applicant amends the claims by including a memory for storing advertising information and a control means for both establishing a control mode and an advertising mode of operation, the claims would be allowable. However, the exact wording of a proposed amendment was not composed during the interview but rather it was agreed that Applicant would submit an amendment incorporating these limitations.

Currently, claims 1-20 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kerchner (U.S. Patent No. 6,559,882) in view of Stern (U.S. Patent No. 6,654,757). In view of the agreements reached during the interview, claims 1 and 11 have been amended. Specifically, claim 1 has been amended to indicate that the control means is for controlling the appliance and for establishing an advertising mode of operation. Additionally, claim 1 has been amended to add that the appliance comprises memory for storing the information concerning the household appliance. Likewise, claim 11 has been amended to indicate that the household appliance includes a controller and a memory and that the controller controls the appliance and establishes an advertise mode of operation and that information provided to educate a consumer about the household appliance is stored in the memory.

In view of the amendments to the independent claims which are in conformance with agreements made during the interview of November 17, 2004, it is respectfully submitted that these claims now are patentable over the prior art and therefore request that this case be expeditiously passed to issue.

If the Examiner should have any questions or concerns regarding the allowance of this application, he is cordially invited to contact the undersigned at the number provided below to expedite prosecution.

Respectfully submitted,

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